



Ocean Avenue between 19th Ave
and Junipero Serra Blvd

Business Council restarted by
volunteers in 2021 to support 50+
businesses in Lakeside Village

Mission: Bring families to Lakeside Village

Website: lakeside.mainfare.com **Instagram:** [@friendsoflakesidevillage](https://www.instagram.com/friendsoflakesidevillage)

**Today's meeting
with Small Business
Commissioners**

June 23, 2025, 4:30pm
Room 400, City Hall

Tan Truong

A stylized, handwritten signature in black ink that reads "Ofena".

2529 Ocean Avenue
ofenasf.com

Sharone Franzen

The logo for Blue Willow features a stylized blue leaf or feather icon to the left of the text "Blue Willow" in a cursive script. Below the text, "ACUPUNCTURE & HERBAL MEDICINE" is written in a small, black, sans-serif font.

2636 Ocean Avenue
bluwillowacu.com

Business Council Priorities

2020 to 2024

Made **investments on Ocean Ave** via grants: sidewalk lights, gardens, murals, cleaning, power-washing, and more

Created **Lakeside Landing** community park from an underused parking lot

Organized **events** to bring families to small businesses

2025 onwards

Focus on **maintenance** including cleaning, graffiti, repairs, and more

Bring back the **most popular events** to increase foot traffic

Transition the heavy lifting from volunteers to the **Ocean Avenue Association CBD** (pending)

Business Council support to small businesses (examples)

Events, vouchers

At free **events**, thousands of \$5-\$10 **vouchers** brought families to shop and dine, 63% redemption rate, via grants

e.g., Spring Hop, April 19, 2025, 1,200 signups via Eventbrite



Street appeal (example)

Created 40+ **sidewalk gardens** via grants

e.g., new gardens at Lucho's parklet



Promotion (example)

Street banners to promote businesses and create a sense of place (partly funded by grants)



Clean sidewalks

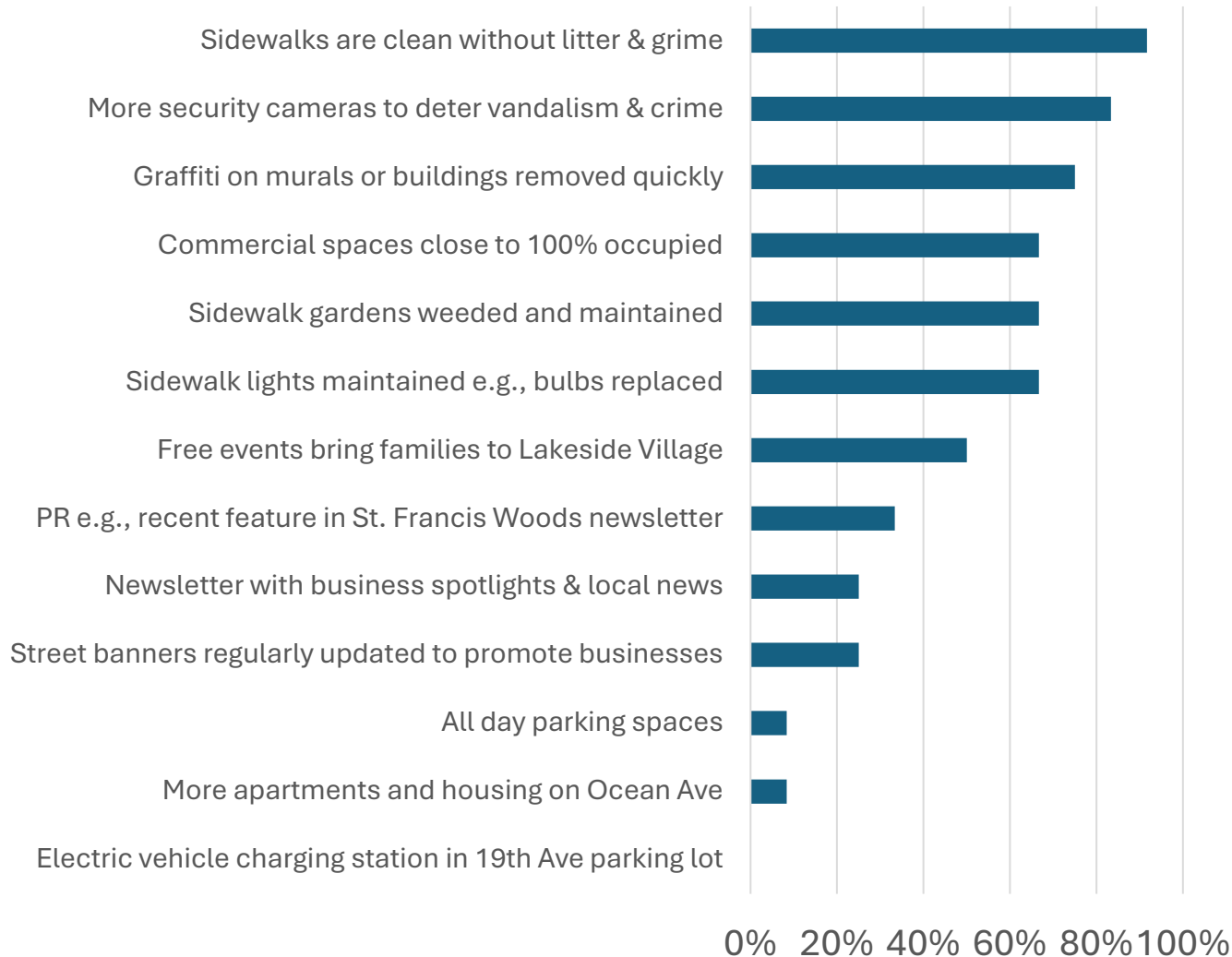
Cleaning to help businesses and make sidewalks more appealing



Other projects include:

- **Murals** and graffiti repair
- **Sidewalk lights**
- **New town square**, "Lakeside Landing"
- **Many free events** such as art walk, see [website](#)
- **Window decals** "anchor here on Ocean Ave"
- **Newsletter** with small business spotlight
- **PR, Instagram** etc.

What are the top priorities for small businesses?



Top priority is a clean and safe street...

“Keep Ocean Ave clean, safe, and bright”

“Clean sidewalks, graffiti removal, security cameras.”

“Clean and safe streets.” “Safety” “Cleanliness”

“Graffiti” “Public safety.” “Pick up the garbage.”

“Reduce vagrancy.” “Help homeless people.”

...with more businesses and foot traffic...

“Fill vacant businesses to bring more people.”

“Make it easier for businesses to open.”

“Attracting good tenants.”

“Bring small businesses to empty buildings.”

...on a vibrant, beautiful Ocean Avenue.

“Vibrant neighborhood to attract visitors to our Lakeside part of Ocean Ave.”

“Create community.” “More events.”

“Keep the plants alive.”

Other information for the Small Business Commission

All Business Council projects ended due to Parks Alliance implosion

Parks Alliance closed owing over \$26,000 to small businesses, interns, and volunteers for projects already completed in Lakeside Village

An additional \$16,000 for maintenance in Lakeside Village was “misspent” by Parks Alliance

Volunteers are working to find a solution with the city and the 80+ community groups impacted

In the interim, the Business Council has no money to continue the services that were valued by small businesses e.g., cleaning sidewalks, replacing dead plants and trees, repairing sidewalk lights, organizing events, and more

Business and property owners need more support for cleaning and graffiti

“We regularly find vomit in our doorway. We need help. I miss Roland” (from the Ocean Ave Association, paused due to Parks Alliance)”

“We need the cleaning crew before businesses open.”

“Biggest issues are trash, feces, and unhoused people.”

“Filth left in doorways.”

“Property owners pay a lot of taxes but get no help via 311; they don’t return calls or address graffiti.”

“We need to make Lakeside Village more attractive to current and future small businesses.”

Safety is a top concern

“Safety for customers.”

“Vandalism and crime.”

“Crime including break-ins, broken glass, graffiti. We need more lights and police patrols to make patrons feel safe.”

Other requests include more events and grants

“Events encourage new customers!”

“Events bring families who see how cute, safe, and clean our neighborhood is – and they want to return.”

“Need more grants to help current small businesses grow.” “Grants to upgrade properties.” “Support with marketing.”

“Stop digging up the street and sidewalks! Enough already!”

“Make it easier to permit upgrades both financially and process.”

Questions?
THANK YOU

